

Chairman's Task Force-- Slate Mailer Subcommittee Recommendations
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Public Member: Richard Schlackman

FPPC Staff Member: Tina Bass

Recommendations

Statutory Change Required:

DISCLAIMER REQUIREMENT REVISIONS:

1. *Increase font size for disclaimer (8 pt. to 10 pt.) and asterisk (14 pt bold).*
2. *Break current disclaimer into two parts: 1) explaining that the mailer is not an official party communication (instead of requiring the full bold only 'NOT AN OFFICIAL POLITICAL PARTY ORGANIZATION) and 2) the asterisk denoting which candidate/measure has paid for the mailer.*
3. *Shorten/simplify and/or clarify disclaimer to make easier to read.*
4. *Require asterisk denoting candidate/measure which has funded the mailer to be located on the same page as the disclaimer which explains the asterisk.*
5. *List on mailer SOS's website for details of who funded the mailer.*

Current disclaimer:

THIS DOCUMENT WAS PREPARED BY (name of slate mailer organization or committee primarily formed to support or oppose one or more ballot measures). NOT AN OFFICIAL POLITICAL PARTY ORGANIZATION. Appearance in this mailer does not necessarily imply endorsement of others appearing in this mailer, nor does it imply endorsement of, or opposition to, any issues set forth in this mailer. Appearance is paid for and authorized by each candidate and ballot measure which is designated by an *.

Draft proposed disclaimer:

Part I: Current disclaimer location

THIS DOCUMENT WAS PREPARED BY (name of slate mailer organization or committee primarily formed to support or oppose one or more ballot measures). This is a commercial publication and appearance does not necessarily imply endorsement of other candidates or measures. **NOT AN OFFICIAL POLITICAL PARTY ORGANIZATION.** Funding details can be found at SOS.ca.gov

Part II: Located on same page as candidate/measure denoted by asterisk

** Appearance is paid for and authorized by each candidate and ballot measure which is designated by an *.*

Regulation Required:

6. Clarify by regulation the requirement in the slate mailer manual to have an asterisk on candidate if candidate or third party paid for placement on mailer.
7. Clarify that the requirement for the disclaimer to be printed in a contrasting color is to ensure ease of visibility of the disclaimer since some of the contrasting colors used can actually make it more difficult to read the disclaimer.
8. Require electronic slate mailers to have disclosure rules like printed slate mailers. In addition, require disclaimer to be posted wherever the endorsement(s) appear.
9. Recordkeeping: require a copy of all versions of each slate mailer to be retained by the slate mailer organization along with the documents used for purchasing (i.e. contract, purchase order).
10. Clarify that disclaimer language used should be written in the same language as the majority of the slate mailer (e.g. English, Spanish).

Staff Implemented:

11. Update slate mailer user manual.